

A-72

56



RETURN TO
DESIGN DIV



BEARDSLEE TALKS

FEBRUARY 1930

PRICE STEPS ASIDE

THERE was a time when quality was the king of buying motives. But the war, with rising prices, brought the matter of price to the front. Quality was still important but it played second fiddle to price.

People shopped around more than they had in the past: they compared prices first and quality second. Very often price was the only consideration.

We are still feeling this price emphasis, but there are signs that it is waning. Quality is coming back. Names, Reputations and Trade Marks are meaning something again.

ARGUMENT

You can argue with a customer about quality and price, but without a well known name to sponsor it, the merchandise is receiving less and less acceptance from to-day's customer.

Some dealers can't see this. Price will always be a big factor in their selling efforts. But the wiser, smarter dealer has woken up to the fact that he must make a profit if he wants to stay in business and so he refuses to compete on price alone. Such dealers find it easier to sell well known merchandise at right prices and make a profit, than to try to get the customer to buy something unknown, of no standing or reputation, no name behind it, at low price and resulting small profit.

ADVANTAGE

Beardslee dealers, then, have a real advantage. *Beardslee's* name and reputation are well known. A trade-marked *Beardslee* Lighting fixture is easier to sell. A customer knows that if a manufacturer puts his trade mark on



a product, the quality must be good—it must always be the same—to do otherwise would be suicidal.

Show the *Beardslee* trademark when making a sale. It's a real help and you build confidence and prestige for your store and your goods. Quality in standard advertised trade-marked goods is taken for granted—the *Beardslee* Trade-mark is accepted as proof of quality and right prices. You can sell *Beardslee's* with greater confidence, greater profit and less effort.



BEARDSLEE TALKS

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.. MFG. CO. ..
216-220 So. Jefferson St.
CHICAGO**

Telephone Monroe 6530



Vol. XII

FEBRUARY, 1930

No. 2



The Month's Calendar **FEBRUARY**

FEBRUARY 1. Phone for Pullman reservation for yourself and the missus, for your trip to Washington and the Convention and Fixture Market of the Artistic Lighting Equipment Association—see 9th to 15th.

February 3. Call on your store keepers. There's hardly a store in your city that couldn't attract more customers with better store lighting. See page 16.

February 7. Call on the older hotels. There's always been competition between new and old hotels. Today it is keener than ever. See page 15.

February 8. Pack your bag and pick up R. R. and Pullman tickets and off to Washington.

February 9th to 15th. The latest and sure to be the best convention of Lighting Fixture folks. You can't afford to stay away.



February 12. May it always be remembered, Abraham Lincoln's Birthday.

February 17. Home again—telling the boys what a fine time you had and picking up the loose ends.

February 18. Give your local newspaper a story of your trip, what you saw and learned. Properly done this can be made a very effective advertisement for your business, without cost.



February 20. Go over your stock and see that you have sufficient on hand to take care of the usual spring demand. Be especially sure that you have at least two samples of *Williamson Shaded Light Fixtures*—to show them is to make a sale.

February 22. George Washington's Birthday. The Famous Father of our Country.

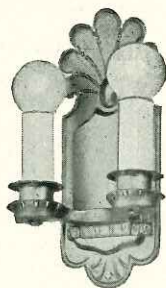
WHOSE LOSS?



S9-284

THE majority of Lighting Fixture dealers and Electrical contractors are successful—making a good living and getting ahead every year. They make a legitimate profit on the sale of Lighting Fixtures and wiring installations.

Yet a few dealers and contractors—far too many in these times—seem to forget, in figuring a wiring job or selling



S9-261

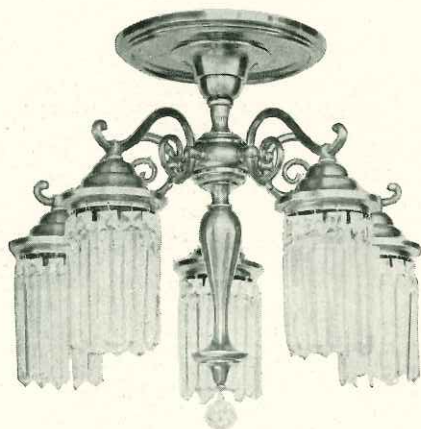
Lighting Fixtures that they are in business to make a profit. *Not to swap dollars.*

Here's a recent actual experience, that illuminates our point.

A dealer, who did not wire the house, was asked to figure on the Lighting Fixtures. A *Beardslee* salesman, being in the neighborhood, was asked to go along because the dealer did not carry in stock the fixtures of a class; the appearance of the house seemed to call for.

They found a residence, designed to sell for around \$48,000 and the owner on hand. In the course of conversation, the owner said he built three or four houses of this class every year, ranging in price from \$35,000 to \$50,000. So it is easy to see that these were not the ordinary homes put up for resale purposes.

Going into detail the owner said with evident pride and satisfaction that he had spent three or four hundred dollars



S9-72

beyond his original allowance for hand-split shingles, extra fine bathroom fittings and other details, to make the home more attractive to prospective purchasers—that all his houses were far superior in detail to the average house built for resale purposes, etc.

Getting down to Lighting Fixtures,

WHOSE LOSS?



S8-498

he, with some suggestions from dealer and *Beardslee* salesman, selected from a *Beardslee* catalog, Lighting Fixtures that appealed to him as being in thorough keeping with the other high class details of the house. But when he was given a quotation of around \$1,000 which included a fair profit for the dealer, Mr. Owner said that he would not consider this



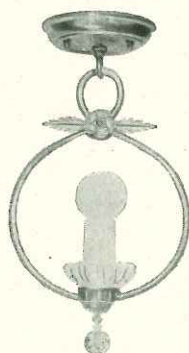
S9-290

amount and that he expected to fixture this house for not over \$400.00.

Asking him, how he expected to install proper Lighting Fixtures for this amount in such a fine home, this answer was forthcoming—that there were three dealers that had done work for him and, that these three were usually asked to figure the wiring of his buildings on a competitive basis, which meant a very small profit: that every one of the three was willing to give him their full discount on Lighting Fixtures, charging only for hanging and a 5% handling charge.

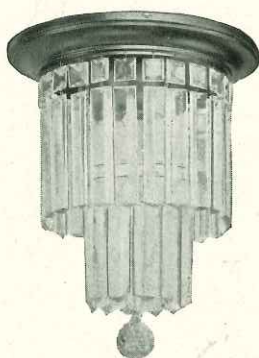
Needless to say, his proposition was turned down. The dealer was right, his judgment was right, for while he lost that job, year after year, he makes more money, with lots less worry than his "cut-price" competitors.

But let us ask ourselves, was the dealer the only loser in that transaction?



S9-55

The owner surely loses. He doesn't get Lighting Fixtures in harmony with the rest of the fittings. He needs to be educated by his dealers that Lighting Fixtures of corresponding quality and design would help him get



S9-69

WHOSE LOSS?



S8-7

more money for his building, just as his hand split shingles were designed to do. He was able to blow a little about those to his prospective purchaser and they added more than their cost to the selling price you can be sure. Why not Lighting Fixtures? Folks are on more intimate relations with their Lighting Fixtures than they are with their roof.



S9-246

The purchaser loses unquestionably. Because he has not been furnished with appropriate Lighting Fixtures. They could not be furnished and installed by the worst "gyp" artist in the business for \$400. Cheap, inartistic stuff would be furnished and sooner or later the new owner will wake

up to that fact—Mr. Builder will lose a Booster and acquire a Knocker—and Mr. New Owner will be a good prospect for some decent fixtures.



S9-76

The legitimate manufacturer loses too. Not that one installation means so much, but if every job in the country was sold on such a basis, it would mean a loss to the entire industry. The money would be spent with some other and wiser dealers and for other merchandise than Lighting Fixtures. You may be

WHOSE LOSS?



S9-66



S9-126

sure the hand split shingle man got his.

The dealer, the cut price fellow, he loses too. He loses all his profit and if overhead is taken into consideration he cannot help make a loss. It takes some people a long time to learn a lesson but sooner or later they find they have a harsh school master, who teaches that no business man can stay in business long unless he makes a legitimate profit. Another fellow, also usually loses in these cases — the cut price dealer's creditors. In fact, everyone con-

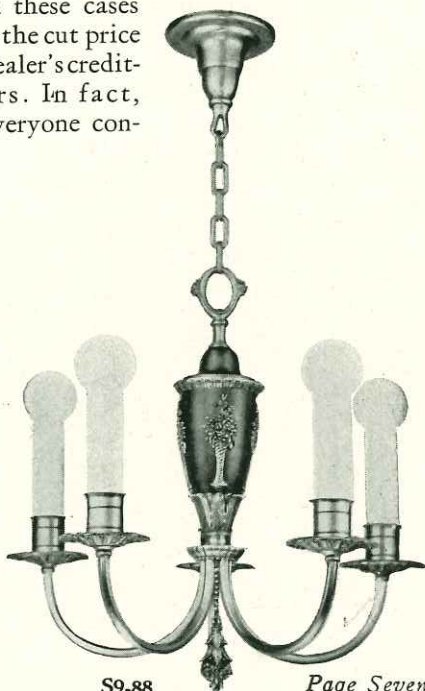
cerned, directly or indirectly, loses in a case of this kind.

There's a lesson and a moral here. They should be obvious. We are sure our readers will see both and we will welcome any comments on this article.

When the river rose, the dam gave way.

There was too much sand and not enough cement.

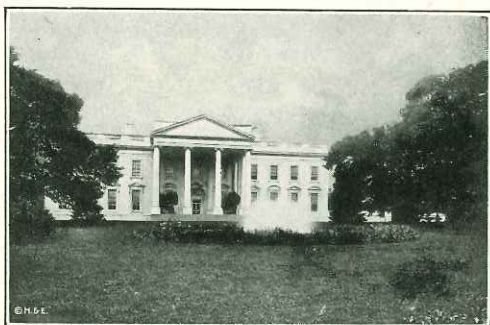
The lowest bidder had built it.



S9-88

You've only got

I*f you miss this*—you miss the Artistic Lighting Equipment Association's Convention and Fixture Market at Washington, D. C.—February 9th to 15th.

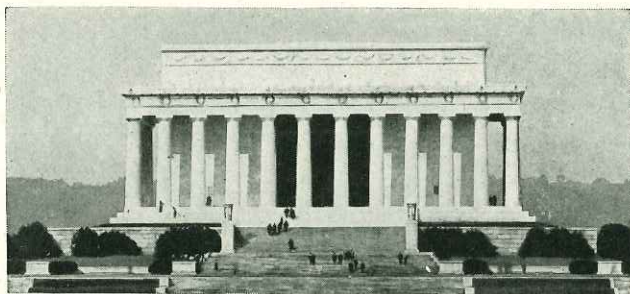


The White House

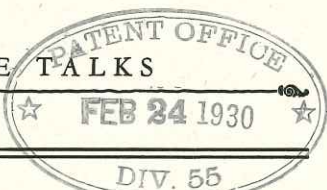
If you miss this—you miss the opportunity to see Washington at bargain rates—reduced Railroad fares (one-and-one-half fare for the round trip) will be in effect for that week.

If you miss this—you miss the newest and best—the greatest showing of Lighting Fixtures by America's leading designers to date.

If you miss this—you miss the personal contact with your fellow dealers—always an inspiration—an opportunity to exchange ideas for mutual benefit—to learn about the personalities and products of your industry—and *your* industry should interest you.



Lincoln Memorial



yourself to blame!

If you miss this—you miss the greatest gathering of nationally known experts on illumination, manufacturing and marketing and all others interested in good lighting principles.

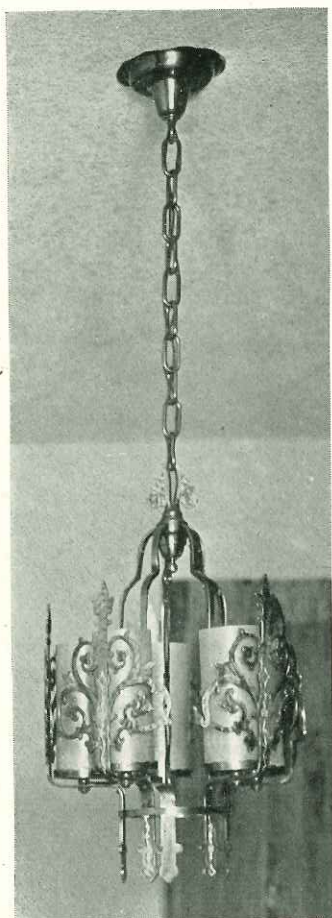
If you miss this—and we suggest you don't—you miss the *Beardslee* exhibit. If you were at the last Convention and Fixture Market, you remember how impressive the *Beardslee* exhibit was. One high authority, Dr. M. Luckiesh of the General Electric Company, said "this exhibit was worth a trip from anywhere. My faith in the future of American fixture design has been strongly fortified by what I have seen in this exhibit."

The *Beardslee* exhibit that called forth this high praise is pictured below. *Beardslee's* booth at Washington is No. 8—come in and register, make yourself known. If you have a lighting problem, bring it along and we will aid you with intelligent, constructive suggestions.



And Don't Miss This!

THIS week, a visitor to the *Beardslee* plant, looking at the attractive Lighting Fixtures pictured here, got enthusiastic to the point where he said "These fixtures are not unlike good manners—they would impart to most any residence that graceful charm and natural air of the well bred."



C29-213



N29-354

At Space No. 8

Here on both pages are shown one of the many new lines to be displayed at the A. L. E. A. Convention and Fixture Mart at Washington, February 9th to 15th by *Beardslee*. These Elizabethan Tudor models are from the designing board of *Mettler*.

Old English Brass

They have the substantial, clean cut look of the honest craftsmanship of the period. The Tudor design and the charm of the Old English brass is carefully preserved, together with the rather luscious style of those times.

And Don't Miss This!



E29-392

Wide Appeal

Yet they are not so narrow in their "dating", that these charming fixtures may only be used in purely a period room. No, indeed! They conform harmoniously to so many different styles of architecture and decoration, that they have a wide appeal and an unusual opportunity is presented to use this design in many fine homes.



E29-293

You, Mr. and Mrs. Reader, are never done with education. It is a rare person who can continue to be a success alone by himself and who can afford to ignore what other men are doing and thinking in his industry.

17th Century

They might have hung from the timbered roof or against the carved stone or tapestried walls of a great English Manor house in the 17th Century, so perfectly do they reproduce the fine metal work done in England at that time.

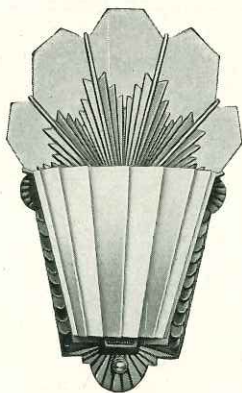


K29-202

The wise are keeping posted on modern methods and modern merchandising. That's why you will see most of the live ones at the Fixture Mart, because it is education of the best, cheapest and most productive kind.

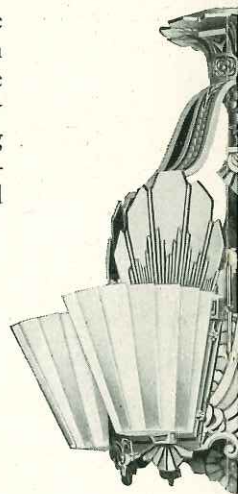
Shaded Light

WILLIAMSON
AT THE



No. 031

The first notable improvement in Lighting Fixture design in many years—room-filling soft, mellow, radiance—pleasing and restful.

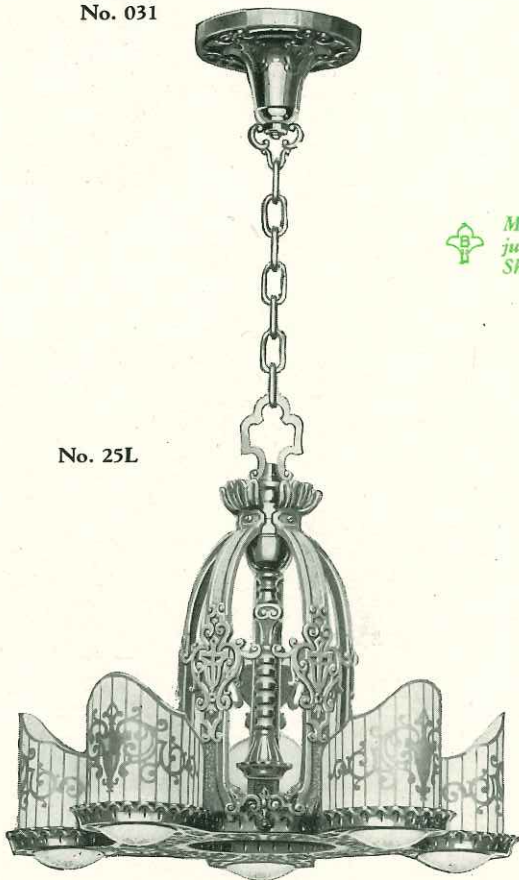


No.



Model home experts and judges select Williamson Shaded Light.

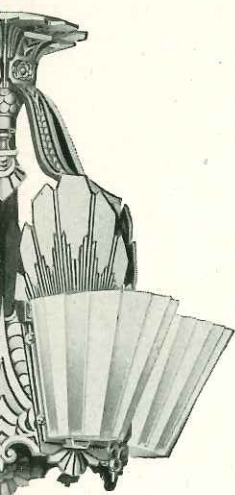
No. 25L



Shaded Light

New, different, beautiful, useful as it is a

Shaded Light



No. 021L

For remodeling houses or apartments, *Williamson Shaded Light* is a profitable item to carry in stock. It sells itself, wherever shown.



No. 041



No. 43



No. 46

Light Advantages

...ent, modern, distinct-
...l, efficient and as
...all of the above.

The eye-comfort feature
is a powerful sales per-
suader.



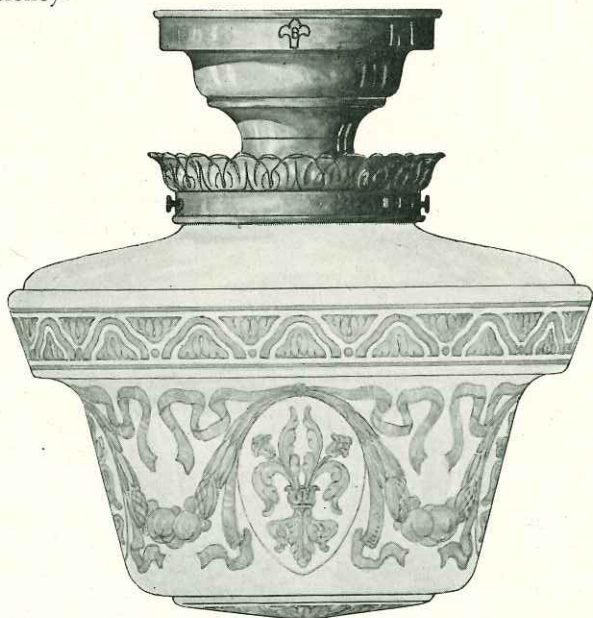
Opportunity at Your Front Door

Opportunity, it is said, knocks once at every man's door—but, don't wait for the panels to be kicked in.

A very famous lecturer used for years the subject "Acres of Diamonds" and showed that all around his hearers, there were unnoticed, unlimited opportunities lying around unused—that right in their home towns, opportunities existed, waiting for some one to put them to use—that it was never necessary to look with envy or longing on "distant fields."

Within a few blocks of your store Mr. Lighting Fixture Dealer, there are dozens of profitable opportunities for the sale of modern and more efficient Lighting Fixtures to Office Buildings, Business Buildings, Hotels, Stores, Schools, Churches, Banks, etc.

Someone has well said that new Lighting Equipment is essential every five years, if older buildings are to compete successfully with newer structures. Modern, adequate lighting does improve sales, sustains or increases rental value, resale value and speeds up work by adding comfort and efficiency.



No. 4459. One of dozens suitable for Office and Business Buildings. See catalog No. 44.

Opportunity at Your Front Door

Office Buildings

It is to the interest of every office building owner or manager to stabilize his rents; yes, he can even increase them, by scrapping obsolete and installing modern Lighting Equipment. It more than pays for itself.

Excellent material for this purpose—that will aid you to make sales to this promising outlet, is found in *Beardslee* Catalog 44.

Business Buildings

The same thing holds true here. The increased efficiency of employees; a worthwhile saving of time is made and the safety factor is largely increased with the use of modern Lighting Equipment. Here's a large opportunity for profit, if proper and consistent efforts are made.

Hotels

There has always been competition between new and old hotels. Up to a few years ago this competition was not so strenuous. But the tremendous increase in hotel facilities has resulted in keen competition that cannot be ignored by the older house if it is to keep red figures away.

The construction of a new hotel involves paying present day prices for material and labor. The older can modernize without a large capital investment on which dividends must be earned. Therefore modernization is economical from that standpoint.



No. S9-193. Decorative, distinctive, practical. Ceiling band sealed to prevent light leaks on ceiling.

For other appropriate fixtures see catalog S9.

Fortunately modernization of hotel lighting is both practical and profitable. It offers a potentially enormous opportunity to those dealers who will apply their selling ability and ingenuity to this problem.

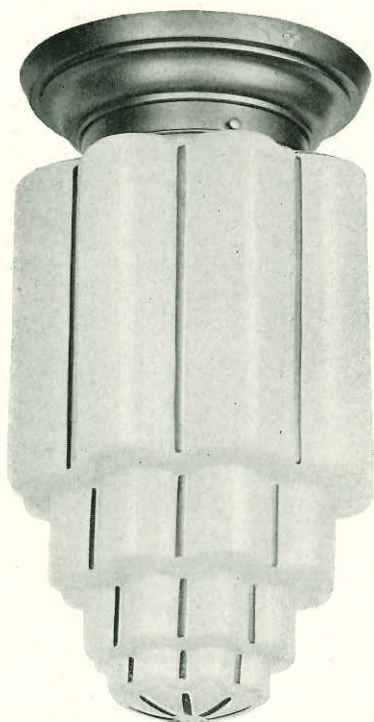
Beardslee has supplied Lighting Fixtures from stock and made-to-order for many of the leading hotels in the country and can be of very definite help to any dealer wanting this business.

Opportunity at Your Front Door Stores

Even the best quality merchandise seems poor in a poor light. A storekeeper doesn't economize with inadequate lighting—the dollars in sales he drives away will far exceed the cents he saves. A well lighted store—windows and interior—attracts and interests, while a gloomy store loses shoppers and sales every day.

A recent survey shows that only 8 stores out of 162, had first class illumination. There is no doubt that the same condition applies in your town and the one thing you can recommend and sell without qualification is more and better lighting fixtures.

Adapt your sales talk to the store you want to sell. Use your intimate knowledge of the needs of the storekeepers for better lighting and you can increase your business and profits to a dead certainty.

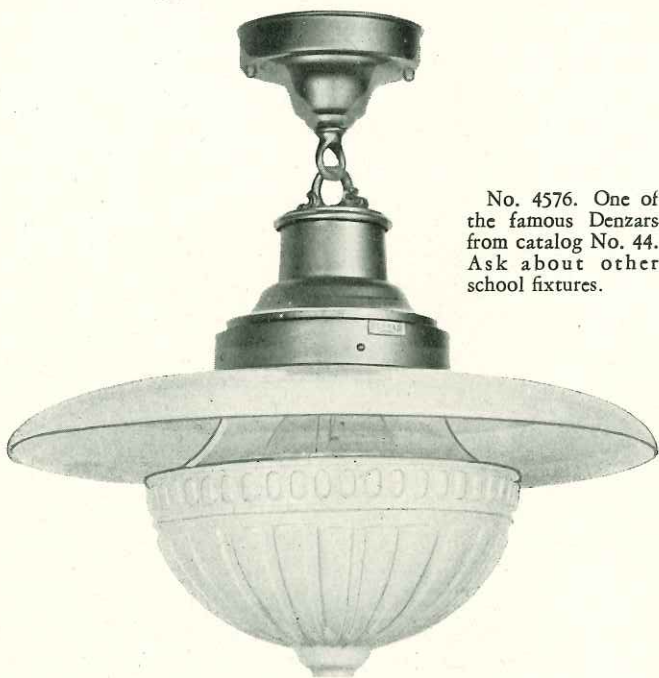


No. 4638. A modernistic fixture for a modern store. Many others to be found in catalog No. 44.

Opportunity at Your Front Door Schools

Here again are many good installation jobs for you. Children especially are entitled to the best in lighting. Most schoolrooms over 5 years old are inadequately lighted. The decision to install new lighting equipment is made in the spring so that the actual work can be done during summer vacation.

See the school superintendent or the special committee of the school board and install a sample as a demonstration. Pick the right fixture—and if you want suggestions, we are here to help you.

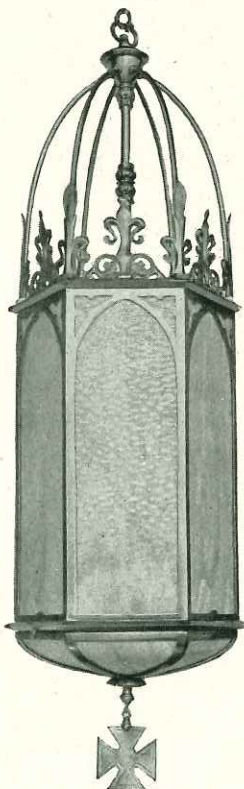


No. 4576. One of the famous Denzars from catalog No. 44. Ask about other school fixtures.

Banks

Many banks are using antiquated lighting fixtures—ten years old and older. Such banks are excellent prospects. Study each bank as a separate problem—architecturally—and make up your mind as to the fixtures you will suggest—making sure that better illumination and appearance will result. Banks, like stores, find adequate lighting, good advertising. Long experience qualifies *Beardslee* to help you with bank jobs.

Opportunity at Your Front Door

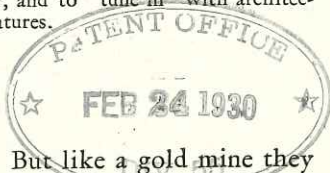


K27-264

Churches

Another opportunity and a good one. New churches and old churches—any denomination—all are prospects. And, as *Beardslee* specializing as it does in church lighting, with a highly trained department, whose work is church lighting only, you can have helpful suggestions for pendant lanterns, chandeliers, bracket lights, etc., that will help you sell. Send us ceiling height, shape of ceiling, style of architecture and expect intelligent, constructive co-operation.

Church fixtures are nearly 100% made to order, and to "tune in" with architectural features.



Here are seven opportunities. But like a gold mine they must be worked if they are to bring money into your cash drawer. And this can be immediate business and like the proverbial snowball it continues to grow, if *started and pushed*. For instance, isn't it easy to see, that if you sell one store keeper on a block, the new attractiveness of his store and windows, will cause the other dealers on that block to follow suit.

Our experience, aid and advice to help you to get this additional business is freely yours. Get busy yourself and put us to work too. It will pay you.

Quality always demands a fair price

Art in Lighting Fixtures

THE Chicago Art Institute is famous, not only for its superb collection of art in its various forms, but also for its excellent, efficient art schools.



The Chicago Art Institute

Right now, one of the many classes has before it problems in Lighting Fixture design.

There must always be a compromise between (1) theory and the artist's imagination and (2) the prosaic materials, processes and finishes. A Lighting Fixture cannot be wholly artistic, it must supply—*light*.

Practical

So while design is taught in the class room, the student must have some practical knowledge—must think in terms of materials, labor, tools, manufacturing problems and limitations and costs, or the student will find it impossible to do practical and artistic work.

Art and Mechanics

To gain first hand experience, the *Beardslee* Shops were selected for a visit and here the class spent several interested hours, absorbing the various arts and processes, through which the many raw materials go, in producing a finished work of art and mechanical skill—*a modern Lighting Fixture*.

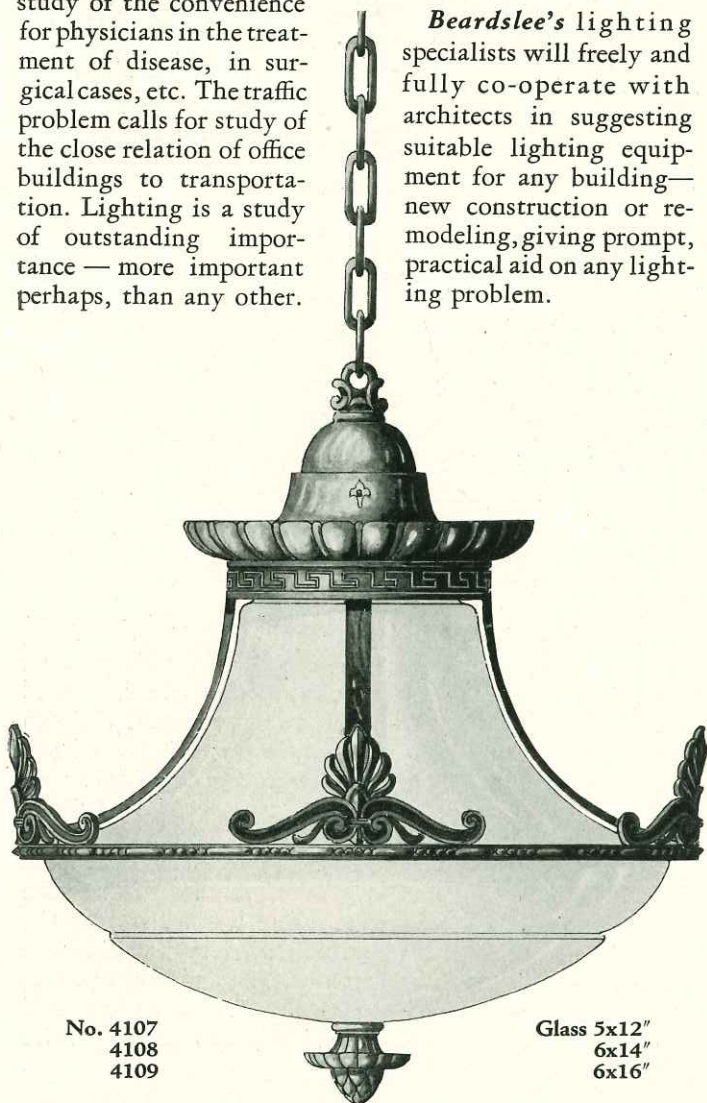
Spinning—Casting

The pattern vaults were of especial interest, but the more practical minded lingered long over the operations of the casting and spinning of metals. More was learned on the practical side of Lighting Fixture design than could have been acquired in days of class work. The visitors were also impressed with the efficiency of the *Beardslee* shops and the wealth of artistic ability available and at the service of *Beardslee* customers.

Beardslee Co-operation for the Architect

AT no time in the world's history has the architect been called upon to solve as many problems as now. The study of pedagogics enters into the designing of colleges and schools: hospital and institution planning requires study of the convenience for physicians in the treatment of disease, in surgical cases, etc. The traffic problem calls for study of the close relation of office buildings to transportation. Lighting is a study of outstanding importance — more important perhaps, than any other.

Beardslee's lighting specialists will freely and fully co-operate with architects in suggesting suitable lighting equipment for any building—new construction or remodeling, giving prompt, practical aid on any lighting problem.



No. 4107
4108
4109

Glass 5x12"
6x14"
6x16"

New Providence (R. I.) Bank

BEARDSLEE LIGHTED



THE uptown Branch of the Providence Institution for Savings was opened on Nov. 20th, 1929, at Empire and Aborn Streets. The feature of the Empire Street front is two panels of marble in low relief showing on the left a clipper ship leaving Providence and on the right the same ship entering Hong Kong harbor.



Decorations

No. X27-277

The Bank is an old institution and has been closely associated with the shipping interests for which Providence was famous. In view of this, the main feature of the decoration of the Banking Room is a series of fourteen marine paintings illustrating the maritime history of Rhode Island, each four and a half feet high and nine feet long. These were executed by Mr. John P. Benson of Kittery, Maine, a marine painter of note.



No. N29-332

Lighting

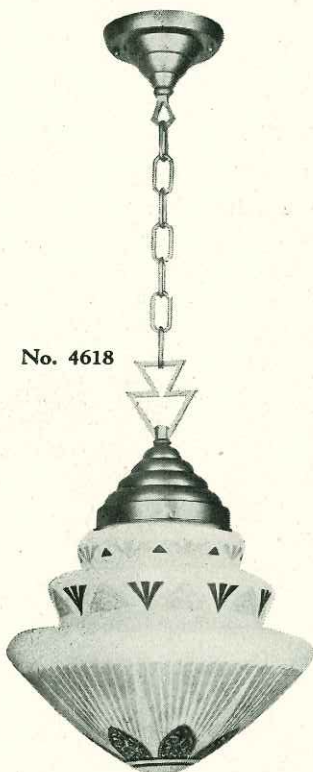
An interesting feature of the Banking Room is the four great electroliers designed and furnished by the Walker Electric Company of Providence. The woodwork, which is American Walnut was executed by Irving & Casson of Boston. The Architects were Howe and Church and the builders C. B. Maguire Co., both of Providence.



The four great electroliers (C29-171) shown here in the main banking room: the handsome outdoor brackets (X27-277) used at the main entrance and the exquisite side lights (N29-332) were made in *Beardslee* shops.



No. 4618

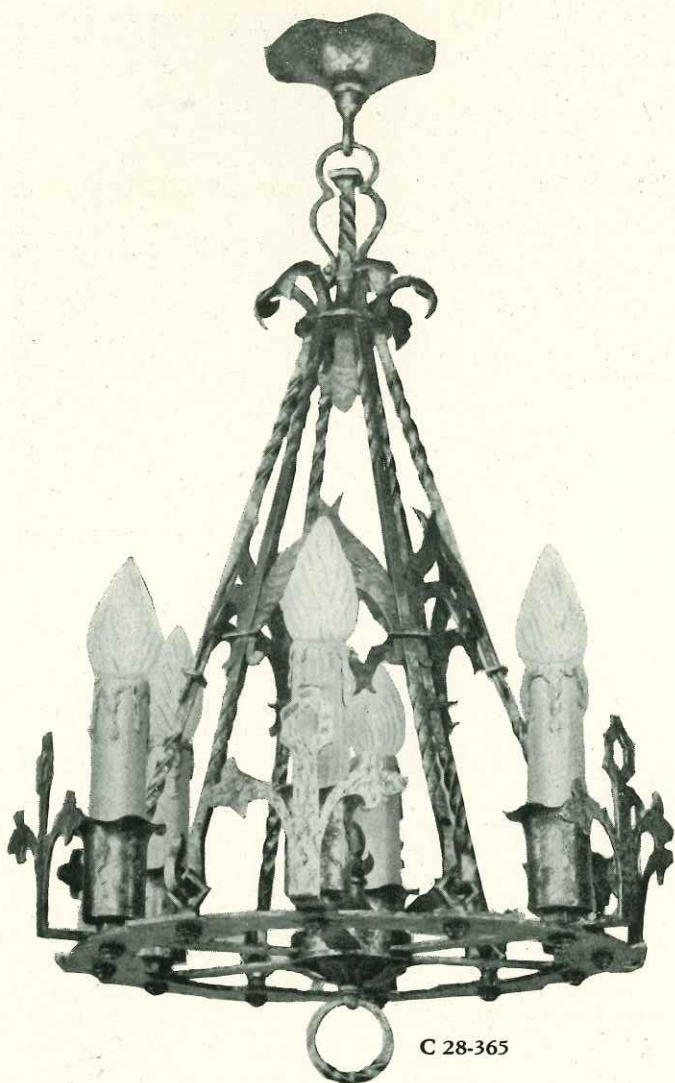


Store Lighting

THIS spic-and-span Drug Store owes its allure to the strong impression created by its spaciousness, its air of modernity and cleanliness and appropriate fixtures.

Certainly the Lighting, provided by the *Beardslee* Fixtures, No. 4618, has contributed a very definite and important part of the attractive appearance of this store. The fixture is Antique Bronze Finish with Opal glass decorated in Silver Gray and Black.

For your greater convenience, we have for free distribution, books of order blanks, complete with carbon paper for duplicate copies and all the details necessary for ordering Lighting Fixtures—oftimes saving time and money, writing for further details. Send for your copy.



C 28-365

C28-365 is an unusually decorative fixture. Made in the *Beardslee* shops, after considerable research and study to produce a design, artistic and harmonious in every detail and in the English style.

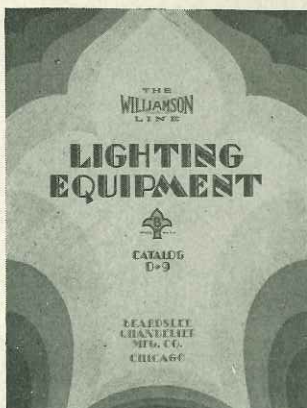
The Electric Shop, Aurora, Ill., installed this in the fine home of Mrs. E. Howell of that city.

Other dealers can also gain prestige by using this in other fine homes. Would you like to know more about C28-365?

Remember the Story of the Native of Arkansas?

WHEN it rained, he couldn't fix his roof and when it didn't rain, it didn't leak, so why worry?

When winter comes, "poor" lighting shows up, with all its discomforts and disadvantages—then is the time to sell better lighting. Do you agree? Then equip yourself with **Beardslee** catalogs, to do a real selling job. If any one or all of these illustrated here are not in your files—write and it's yours by return mail.



Catalog D-9

above, displays the "Williamson" line—the sensational success, the "Shaded Light" fixtures—prize-winners in The Home Lighting fixture contest—all styles and designs for the home—plain, ornate, dignified, highly decorative or strictly utilitarian—a wide variety to meet every need in residential lighting. Copy for the asking.

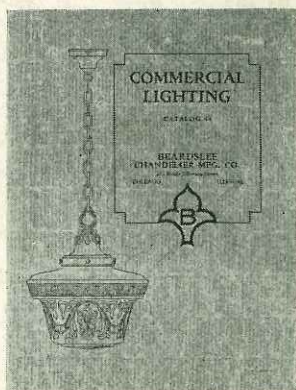


Catalog S-9

—the 24 hour shipment guide to nearly 400 popular "Home" numbers—is about the handiest thing you can have on your desk, Mr. Dealer. Insuring quick sales, quick shipments and quick profits. Have you a copy?

Catalog 44

—equips you to get business on Commercial lighting of a quality above-the-ordinary—from schools, stores, offices and similar buildings.



RETURN TO
DESIGN D